

BELLSOUTH REPLY COMMENTS

WC Docket No. 05-25
RM-10593

July 29, 2005

Attachment 6

Business Broadband Advertising Samples

BellSouth

April 14, 2005

Sample High-Speed Advertising

Broadband Internet

- This RoadRunner Business Class print ad by Time Warner Cable targets business customers by touting various "Free" options, including installation and 3 months of access. (Columbia, SC – 3/22/05)



ROAD RUNNER Business Class a Time Warner Cable service **TIME WARNER CABLE**

Last Chance
on our
Best Deal of the Year!

- **FREE Installation**
- **FREE 3 Months Access**
- **FREE 3 Months SmartDrive**
- **FREE Software Firewall and Antivirus**

(Mention code MM05*)

**Some restrictions apply.*

CALL 1-866-RRBIZ-4U

www.scbusinessrr.com

All the flexibility and reliability to meet the changing needs of your business.

• SPEED • SECURITY • SUPPORT
SERVICE • STABILITY

BETTER THAN DSL!

With Road Runner Business Class, you'll get the same fast speed no matter where you are on our network.

With DSL, the further away your business is from the central office, the slower your service.



Sample High-Speed Advertising

Broadband Internet

- This Time Warner Cable Commercial Services print ad touts its Via Remote Managed Storage for Business customers (Raleigh-Durham – March 25, 2005)

DO YOU KNOW WHERE YOUR BACKUP TAPES ARE?



ANATOMY OF A DISASTER

Natural and man-made disasters. Sabotage. Hackers. Viruses. Human Error.

Threats continue to mount for businesses to protect their mission-critical data. The impact of data loss and inaccessible data can financially compromise an organization and, in some cases, leave it no room to recover.

You need to protect your data — effectively. You need Via Remote Managed Storage from Time Warner Cable Commercial Services.

Call us today and try
ViaRemote risk free for 30 days.
1-877-772-9892
www.twcbroadband.com



Broadband Internet

- Time Warner Cable promotes its RoadRunner Business Class service with this series of print ads with the tag line "I made the intelligent connection." (Charlotte, NC. - 3/18/05 - 3/25/05)

Source: BellSouth Competitive ADvantage – (April 2005)

Sample High-Speed Advertising

Broadband Internet



See Your Business Run Faster, Better, Brighter.
Upgrade to Road Runner Business Class - Up To Twice As Fast As DSL.

Do more, faster, with our broadband Internet service. It's customized with features that have the greatest impact on productivity - and profitability.

With Road Runner Business Class, you get:

- Instant connectivity
- Tiers of speed customized for your needs
- Web hosting/e-mail service
- Static IPs available
- 24/7/365 Business Class Technical Support
- No long-term commitments
- Easy installation with no costly equipment purchase
- Secure file back-up available

Try Road Runner Business Class risk-free for 30 days with Bright House Networks' money-back guarantee.

Get A Competitive Edge With The Business Combo.
Stay up-to-date with the latest business news around the world by adding on Digital Cable. It's the smart way to get channels like CNN, CNBC and MSNBC plus 45 music channels.

Call 1-866-662-8039
www.mybrighthouse.com

ROAD RUNNER Business Class
Business Broadband

bright house
networks

Money-back guarantee for new customers. Restrictions apply. See our website and all related notices for complete details. © 2005 BellSouth Corporation.

- This print ad by Bright House specifically targets Business Customers with its RoadRunner Business Class service (Birmingham, AL – March 11, 2005)

Sample High-Speed Advertising

Broadband Internet

- This RoadRunner Business Class print ad by Time Warner Cable touts potential savings of up to \$2,215. (Columbia, S.C. – March 1, 2005)



As a finance expert,
I know savings...
**The Road Runner
Madness Sale in March**
can save you
up to **\$2,215****

Make the Intelligent Connection to Road Runner
Business Class with these incredible savings!

- FREE Installation
- FREE 3 Months Access*
- FREE 3 Months SmartDrive Backup†
- FREE Software Firewall and Antivirus+

Call today for a FREE Site Evaluation and Consultation
and mention code MM05.

1-866-RRBIZ-4U

**TIME WARNER
CABLE**

**ROAD RUNNER
Business Class**
Experience Broadband™

*Offer valid March 31, 2005. Offer must be requested. Not available in all areas and certain restrictions may apply and subject to change at any time. **Savings based on the 12th, 24th, and 36th months of a three-year contract. †EZ Access is a product of the service of Computer Associates. © 2005. ‡Smart Drive Backup is a 100MB. Offer is only available for new subscribers and a non-transferable. LOCALITY TUNES, channels, names and all other content are trademarks of Time Warner Cable. *through 36th month. †EZ Access is a product of the service of Computer Associates. ‡Smart Drive Backup is a 100MB. Offer is only available for new subscribers and a non-transferable. LOCALITY TUNES, channels, names and all other content are trademarks of Time Warner Cable. **through 36th month. †EZ Access is a product of the service of Computer Associates. ‡Smart Drive Backup is a 100MB. Offer is only available for new subscribers and a non-transferable. LOCALITY TUNES, channels, names and all other content are trademarks of Time Warner Cable.



- Time Warner ran a TV ad for its Road Runner Business Class Service on January 5, 2005 in Columbia, S.C. with the headline "What I can do for your business."

- This TV Ad in Memphis, run February 10, 2005, features a small business owner's testimonial on speed and reliability of RoadRunner High Speed Internet Service.



- Another TV Ad ran in Memphis on February 25, 2005 to promote Time Warner's RoadRunner Business Class Service by comparing to the NBA team the Grizzlies.



**ROAD RUNNER
Business Class**
Experience Broadband™

369-5055
www.TimeWarnerBroadband.com



- Time Warner ran a TV ad for its Road Runner Business Class Service on January 22, 2005 in Memphis, TN.

Source: BellSouth Competitive Advantage – (March 2005)

Sample High-Speed Advertising

Broadband Internet

THE HUNT FOR LAST OCTOBER

ANALOGY: THE HUNT FOR LAST OCTOBER

Time Warner Cable Commercial Services

Call Time Warner Cable Commercial Services today to learn more about our managed storage and remote backup services. www.twc.com

Your current storage and remote backup system for business critical data.

October 2003 backup tapes #1 and #2

Tape #2 you'll never find

- Time Warner Cable Commercial Services touts its "Via Remote" Managed Storage in this print ad from Raleigh-Durham, N.C. (March 6, 2005)

- Time Warner Cable Commercial Services asks "Is your business ready for cable?" touting its HighSpeed Service (Raleigh-Durham, N.C. – February 18, 2005)

Is your business ready for cable?

Faster connections. Scalable service options. Dependable support.

- High-Speed Access—faster and more reliable than T1 and DSL
- Intelligent, scalable broadband solutions that meet growing needs
- Prompt, professional installation
- 24/7 local service and support

SO IF YOU'RE READY FOR CABLE... CALL TODAY AND MENTION OFFER CODE BZ100 or go to: www.twcbroadband.com/riskfree

1-877-772-9892

Get a great deal if your building is cable-ready!

FREE INSTALLATION
FREE MANAGED STORAGE
RISK-FREE 30-DAY TRIAL



TIME WARNER
CABLE
Commercial Services

Sample High-Speed Advertising

Broadband Internet

- "The Business Combo" print ad from BrightHouse Networks touts RoadRunner HighSpeed Online and Digital Cable on one Bill. (Orlando – February 25, 2005)



"The Best Way We've Found To Keep Our Business In Tune."

Rene Russell, Owner
Southport Guitar Studio
College Park, FL

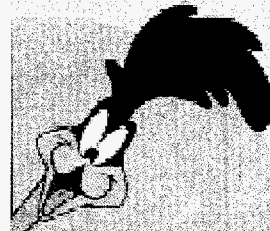
The Business Combo:
Road Runner
High Speed
Online
and Digital
Cable
combined on
one easy bill

While Rene Russell tends to business online from a back-office computer, a TV in the lobby entertains students waiting for the next instructor. For a business that projects a family-friendly atmosphere, the TV was a "must-have" tool. "The Business Combo from Bright House Networks was the only way of getting two services we just can't run our business without - High Speed Internet and Cable TV - in one bundled package," explains Russell. "It's one bill and one place to go if you need to hold someone accountable."

ROAD RUNNER Business Class
Experience Acceleration

bright house NETWORKS

Road Runner Business Class is now available in your area.
High speed Internet and cable TV services for as low as \$74.95 per month.
Multiple static IP packages available.



ROAD RUNNER Business Class
Experience Acceleration

Call 1-877-897-7333

- This Direct Mail piece was sent from Bright House Networks in Florida January 1, 2005 advertising "Bird Alert! Road Runner Business Class is now available in your area. As low as \$74.95/month."

- Bright House Networks introduces its 5Mb RoadRunner Business Class Service in Birmingham, AL on February 7, 2005 – Birmingham News



HOW BIG is Your Broadband?

Introducing 5 Mb

We are increasing the maximum download speed of our RRBC service to 5 mbps as of February 7, 2005.

Communicate with colleagues and clients, download large files, and keep track of transactions - instantly and easily.

Call today to see if your package qualifies.

Road Runner Business Class

for small businesses who think big.

- Up to 200% Faster than Standard
- Always-On Connection
- Competitive Pricing and Bundles
- No Contracts

1-866-662-8039

bright house NETWORKS

ROAD RUNNER Business Class


Bright House Networks serviceable areas only. Some restrictions may apply. The actual speed that a user receives on the internet, the web server to which the user is connected and the user's computer. Monthly service charges vary. Plans available with all levels of service. DSL speed claim based on Standard DSL speed of 1.5Mbps.

Sample High-Speed Advertising

Broadband Internet

- Time Warner Cable print ad advertises its Road Runner Business Class Service on January 28 in Charlotte, N.C.

**We're not the IT expert,
But we knew it was time to switch from DSL.**



**Road Runner Business Class
is about business first.**

Intelligent broadband solutions that translate into real business benefits. Not just faster connection speeds, but exceptional reliability. From high-speed Access to Fiber Solutions... Managed Security to E-mail, each solution can be customized to fit your business. No matter what your size.

Make the switch...to Road Runner Business Class.

**Risk-free, no-obligation consultation.
1-888-240-2279**

**ROAD RUNNER
Business Class**
Experience Broadband™


**TIME WARNER
CABLE**

rbizclass.com

Broadband IQ For You™
Designed for business
Customizable to fit your needs
Faster than DSL™
Prompt, professional installation
Local service and support

- Time Warner Cable advertises its Road Runner Business Class Service on December 31, 2004 in the Charlotte Business Journal

**I'm not the IT expert,
But I know what's right for my business.**



**Road Runner Business Class
is about business first.**

Intelligent broadband solutions that translate into real business benefits. Not just faster connection speeds, but exceptional reliability. From high-speed Access to Fiber Solutions... Managed Security to E-mail, each solution can be customized to fit your business. No matter what your size.

Make the Intelligent Connection...to Road Runner Business Class.

**Contact us today for a risk-free,
no-obligation consultation.
1-888-240-2279**

**ROAD RUNNER
Business Class**
Experience Broadband™

**TIME WARNER
CABLE**

Broadband IQ For You™
Designed for business
Customizable to fit your needs
Schedule broadband solutions
Prompt, professional installation
Local service and support

rbizclass.com

- Time Warner Cable advertises its Road Runner Business Class Service on December 17, 2004 in Raleigh-Durham, NC

**Broadband solutions
that deliver high-speed
dividends.**

Any broadband provider can offer fast Internet access. But only a Business Class provider can offer a full suite of broadband solutions to help boost profitability and give your company an edge.

Road Runner Business Class solutions are designed to reduce employee downtime, increase productivity, protect your critical data and deliver a measurable return on investment. From Managed Security to Web Hosting, each of these solutions is scalable and can be customized to fit your specific needs. Our broadband specialists can help you determine which solutions are right for your business. To schedule a no-obligation consultation:

**Call 1-877-RRBZ-TWC
or visit www.twcbroadband.com**

**TIME WARNER
CABLE**
Commercial Services

Sample High-Speed Advertising

Broadband Internet

- Comcast advertises its Comcast Workplace Business DSL Service in the Boston Business Journal on October 7, 2004

INTRODUCING COMCAST WORKPLACE.

THE 100% PURE BROADBAND™ SOLUTION FOR BUSINESS.

Comcast Workplace delivers the power, and network reliability of a high-speed Internet connection to your business with dedicated business-class support.

Sign-up today and get FREE Professional Installation*

COMCAST OFFERS A CHOICE OF PACKAGES TO MEET YOUR GROWING NEEDS. EACH PACKAGE INCLUDES 24/7 DEDICATED SUPPORT.

PACKAGE	PRODUCT FEATURES	OPTIONS
COMCAST WORKPLACE FINANCIAL	1 dedicated IP address 24 business-class e-mail addresses Comcast Workplace Hosting	1 or more static IP addresses Additional business-class e-mail addresses Business Web site hosting
COMCAST WORKPLACE FINANCIAL	1 dedicated IP address 7 business-class e-mail addresses Comcast Workplace Hosting	1 or more static IP addresses Additional business-class e-mail addresses Business Web site hosting
COMCAST WORKPLACE LITE	1 dedicated IP address 7 business-class e-mail addresses Comcast Workplace Hosting	Additional business-class e-mail addresses Business Web site hosting

Call 1.888.737.8361 or visit comcast-na.com/business today!

Comcast.

*Comcast Workplace service includes a Standard Cable and is available for business guests and employees only for private viewing rooms. Standard Cable and is not available for public viewing rooms such as bars and restaurants. Comcast Workplace service includes a Standard Cable and is available for business guests and employees only for private viewing rooms. Speed comparisons are for download only and are compared to 1.5 Mbps DSL and 56 Kbps dial-up. Actual speeds may vary and are not guaranteed. More factors affect speed, including, without limitation, the number of simultaneous users using a single connection. As a result of network enhancements or upgrades, it is possible for the IP address to change periodically. Available in limited Comcast service and serviceable areas only. Minimum 6 month contract may be required. Early termination fees apply. Free installation up to \$250 or Professional Installation charges, after that regular installation charges apply and rates vary. Service is subject to terms and conditions of Comcast Workplace. Master Services Agreement and General Terms and Conditions. Call for more details or for a copy of the agreement or the terms and conditions. ©2004 Comcast Cable Communications, Inc. All rights reserved. Comcast and the Comcast logo are registered trademarks of Comcast Corporation. All other trademarks are the property of their respective owners.

- Comcast advertises its Comcast Commercial Online Customized Business Solutions in Tampa/St. Petersburg on December 27, 2004 via the Sarasota Herald-Tribune.

Comcast Commercial Online

comcast

> No phone lines
> Up to 7 times faster than 640Kbps DSL

Call 1-877-894-8971

Sample High-Speed Advertising

Broadband Internet

- Charter print ad in the Greenville Business Newspaper on October 18, 2004 advertises three new speeds in S.C., including 5.0/512K, 3.0/1.0M and 5.0M/1.0M



CRITICAL NETWORKING NEEDS DEMAND A DEPENDABLE TECHNOLOGY RESOURCE.

INTRODUCING NEW SPEEDS		
512 Kbps / 128 Kbps	1.5 Mbps / 256 Kbps	3.0 Mbps / 384 Kbps
5.0 Mbps / 512 Kbps	3.0 Mbps / 1.0 Mbps	5.0 Mbps / 1.0 Mbps

Charter Business offers High-Speed Data Networking, Internet Access and Video Services designed specifically for your business needs.

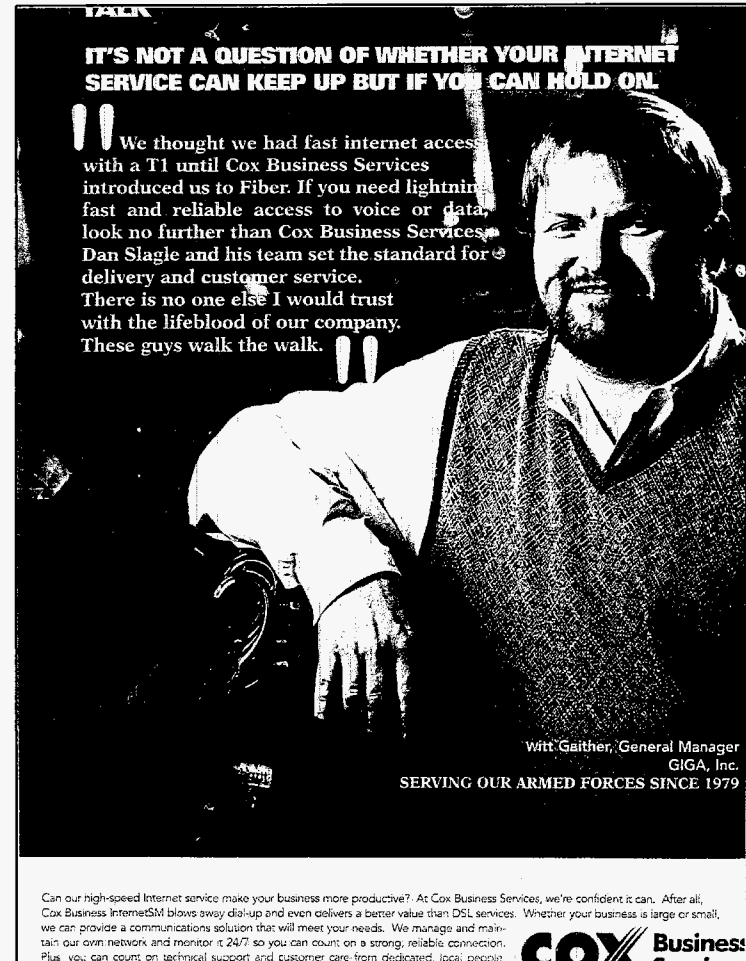
Our scalable bandwidth allows your network to keep pace with your growing needs, easily and cost-efficiently.

For more information, contact us today.

Charter Business
THE WAY BUSINESS WORKS.

charter-business.com | 1-877-460-FAST

- Cox print advertising from a Macon, GA magazine promoting its High-Speed Internet Service.



IT'S NOT A QUESTION OF WHETHER YOUR INTERNET SERVICE CAN KEEP UP BUT IF YOU CAN HOLD ON.

!! We thought we had fast internet access with a T1 until Cox Business Services introduced us to Fiber. If you need lightning fast and reliable access to voice or data, look no further than Cox Business Services. Dan Slagle and his team set the standard for delivery and customer service. There is no one else I would trust with the lifeblood of our company. These guys walk the walk. !!

Witt Gaither, General Manager
GIGA, Inc.
SERVING OUR ARMED FORCES SINCE 1979

Can our high-speed Internet service make your business more productive? At Cox Business Services, we're confident it can. After all, Cox Business InternetSM blows away dial-up and even delivers a better value than DSL services. Whether your business is large or small, we can provide a communications solution that will meet your needs. We manage and maintain our own network and monitor it 24/7 so you can count on a strong, reliable connection. Plus, you can count on technical support and customer care from dedicated, local people.

COX Business

Sample High-Speed Advertising

Broadband Internet

- These Cox Business print ads appeared in Chattanooga and Orlando (left) and Greenville/New Bern, N.C. (right). The ad on the left, dated February 15, touts a 20% savings on any speed of Cox Business Internet. The ad on the right, dated March 1, touts a \$69 monthly rate for 768K/256K Business Internet Service and SoHo 4.0M/512K tiered services.

SHIFT YOUR COMPANY'S INTERNET SPEED INTO HIGH GEAR.

THINK FASTER. THINK SMARTER. THINK BIGGER.

SAVE UP TO 20%

Sign up for any speed of Cox Business Internet and **SAVE up to 20% per month. Plus up to 50% OFF Installation.*** And your Satisfaction is Guaranteed.** Call 1-866-426-9782 or visit CoxBusinessServices.com

For a broadband solution that can drive your business productivity up, shift to fast-paced Cox Business Internet.™ You can choose a flexible package with download speeds up to 6.0Mbps — giving you enough bandwidth to speed past the competition and operate at peak efficiency. And no business could have a better pit crew than your local Cox team delivering reliable, expert customer care and 24/7 technical support. So fasten your seat belt and get ready for business in the fast lane.

COX Business Services.

Data. Video.

*Offer valid from 2/21/05 to 2/28/05 to new commercial subscribers of Cox Business Internet in Chattanooga, serviceable locations. \$69 package offer applies to 768Kbps/256Kbps tier of service. Other speeds and pricing available. No minimum contract required. 50% Satisfaction Guarantee period begins from date of installation and applies to service. Modern retail tier or purchase costs if purchased from Cox and the first month's Cox Business Internet service fees including taxes and fees for excluding new service activation requiring consultation or installation costs incurred by Cox in excess of \$250 or existing Cox Business Internet customers. Refund must be claimed within 30 days of service activation and be issued only upon written request. Any Cox equipment rented or used by customer must be returned to Cox prior to any refund or credits being issued. All services provided by Cox Business Services, a division of CoxCommunications, Inc. ©2005 Cox Communications, Inc. All rights reserved.

SHIFT YOUR COMPANY'S INTERNET SPEED INTO HIGH GEAR.

THINK FASTER. THINK SMARTER. THINK BIGGER.

\$69 PER MONTH INTERNET SERVICE

Get the fastest Cox Business Internet ever with packages starting at \$69 and speeds up to 6.0Mbps. And Satisfaction is always Guaranteed.** Call 1-866-426-9782 or visit CoxBusinessServices.com

For a broadband solution that can drive your business productivity up, shift to fast-paced Cox Business Internet.™ You can choose a flexible package with download speeds up to 6.0Mbps — giving you enough bandwidth to speed past the competition and operate at peak efficiency. And no business could have a better pit crew than your local Cox team delivering reliable, expert customer care and 24/7 technical support. So fasten your seat belt and get ready for business in the fast lane.

COX Business Services.

Data. Video.

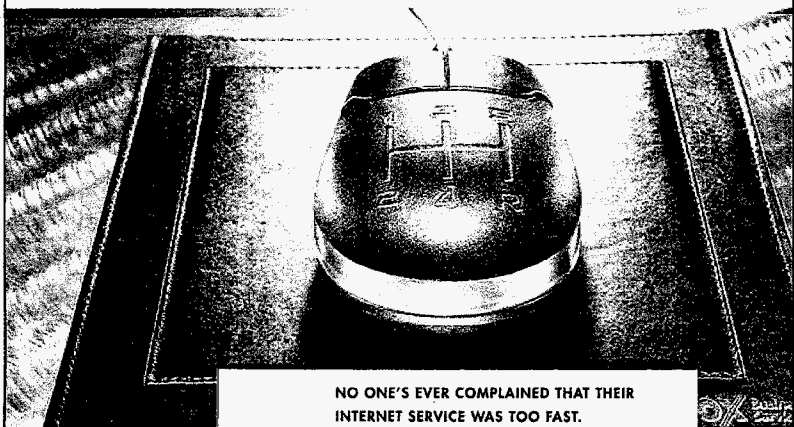
*Offer valid to new commercial subscribers of Cox Business Internet in Greenville, serviceable locations. \$69 package offer applies to 768Kbps/256Kbps tier of service. Other speeds and pricing available. No minimum contract required. 50% Satisfaction Guarantee period begins from date of installation and applies to service. Modern retail tier or purchase costs if purchased from Cox and the first month's Cox Business Internet service fees including taxes and fees for excluding new service activation requiring consultation or installation costs incurred by Cox in excess of \$250 or existing Cox Business Internet customers. Refund must be claimed within 30 days of service activation and be issued only upon written request. Any Cox equipment rented or used by customer must be returned to Cox prior to any refund or credits being issued. Services not available in all areas. Other restrictions apply. All services provided by Cox Business Services, a division of CoxCommunications, Inc. ©2005 Cox Communications, Inc. All rights reserved.

Sample High-Speed Advertising


Broadband Internet

- Cox print advertising in **New Orleans** touts a 20% savings for 1.5Mbps/384Kbps Business Internet Service for \$89 per month (previously \$109) with a three-year contract. Cox is also offering free installation. Offer valid 1/10/05 – 2/28/05 to new subscribers. (January 13 & 18, 2005 – New Orleans Times-Picayune)

SHIFT YOUR COMPANY'S INTERNET SPEED INTO HIGH GEAR.



NO ONE'S EVER COMPLAINED THAT THEIR INTERNET SERVICE WAS TOO FAST.



THINK FASTER. THINK SMARTER. THINK BIGGER.

SAVE 20% ON INTERNET

Sign up for Cox Business Internet* 1.5Mbps/384Kbps service for only \$89 per month and get **FREE** Installation.** Plus, Satisfaction is Guaranteed.**

Call 1-866-426-9782 or visit CoxBusinessServices.com

When you partner with Cox Business Services for a customized broadband solution, you're getting more than just a service. You're getting a team of experts who will help you choose the right package for your needs. With download speeds up to 6.0Mbps and backed by reliable, award-winning service and 24/7 technical support, so buckle your seat belt, and get ready for business in the fast lane.

Voice. Data. Video.

COX Business Services.

THINK FASTER. THINK SMARTER. THINK BIGGER.

SAVE 20% ON INTERNET

Sign up for Cox Business Internet* 1.5Mbps/384Kbps service for only \$89 per month and get **FREE** Installation.** Plus, Satisfaction is Guaranteed.**

Call 1-866-426-9782 or visit CoxBusinessServices.com

For a broadband solution that can drive your business productivity up, shift to fast-paced Cox Business Internet™. You can choose a flexible package with download speeds up to 6.0Mbps — giving you enough bandwidth to speed past the competition and operate at peak efficiency. And no business could have a better pit crew than your local Cox team delivering reliable, expert customer care and 24/7 technical support. So fasten your seat belt and get ready for business in the fast lane.

Voice. Data. Video.

COX Business Services.

*Offer valid from 01/10/05 to 02/28/05 to new commercial subscribers of Cox Business Internet in covered, serviceable locations. Receive 1.5Mbps/384Kbps for \$89 per month for entire contract term. Minimum 3-year service contract required. 20% savings based on the discounted monthly rate of \$89. Free installation is available on a minimum 3-year contract, and is capped at \$249. Services not available in all areas. Cox cannot guarantee uninterrupted or exclusive Internet service or the speed of your service. Speed and bandwidth options vary and are subject to change. Services not available in all areas. Other restrictions apply. **30-day Satisfaction Guarantee period begins from date of installation and entitles customer to a refund of installation fees, modem rental fees or purchase costs (if purchased from Cox) and the first month's Cox Business Internet service fees including taxes and fees. Guarantee does not apply to new service activations requiring construction or activation costs incurred by Cox in excess of \$200 or to existing Cox Business Internet customers. Costs for installation, construction, inside wiring and equipment will apply. Customer must contact their local Cox Business Services office within 30 days of service activation to obtain refund and avoid early termination penalties. Any Cox equipment rented or used by customer must be returned to Cox prior to any refunds or credits being issued. Appropriate services are provided by Cox Business Services, a division of CoxCom, Inc. ©2005 Cox Communications, Inc. All rights reserved.

Broadband Internet

- Cox print advertising in Mobile, AL touts a 25% savings for 3.0Mbps/512Kbps Business Internet Service for \$99 per month

[illegible]

Data, Video.

[illegible]